

Beautyrest
SILVER®

10 MINUTE
TRAINER



**World's Premier
Support**



**Ideal Sleep
Temperature**



**Pressure
Relieving
Comfort**

How can a Beautyrest® Silver™ mattress help provide world premier support for your customers?

900 Series Beautyrest® Pocketed Coil® Technology

Hundreds of individually wrapped coils adjust independently to the weight and contour of the body for conforming back support and exceptional motion separation for undisturbed sleep.

Dynamic Response™ Memory Foam

This is a unique feeling memory foam that will provide conforming support and pressure relief for your customers. This quick recovery memory foam provides freedom of movement and is found in our Beautyrest® Silver™ Level 2 models.

BeautyEdge® Support

Provides more edge support for a firmer and more stable perimeter allowing you to sleep all the way to the edge of the mattress.



DO YOU WANT TO LEARN MORE? VISIT BEAUTYREST.COM



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How can you demonstrate how a Beautyrest® Silver™ mattress provides world premier support?



900 Series Beautyrest® Pocketed Coil® Technology

Use the torso board with the convertible unit to show conforming back support and motion separation.



Dynamic Response™ Memory Foam

Using the all-in-one foam box, have your customer place their hands on the unique feeling memory foam allowing them to experience the conforming support.

BeautyEdge® Support

Explain to the customer how BeautyEdge provides an expanded edge-to-edge sleeping area for more consistent comfort over a coil edge. Then ask them to sit on the edge of the mattress and experience how the seating edge is comfortable and makes it easy to get in and out of bed.

PILLOW TALK

Our Beautyrest® Pocketed Coil® Technology has a 1 inch power packed design which allows for our coils to constantly be engaged so they can help provide a more supportive night's sleep.